

Abstract

This research's purpose is to know wheter MIX Goes to Campus the event has an impact for the branding of MIX Marketing Communications. The researcher used the bivariate analysis with variables named X and Y. MIX Goes to Campus event became the X variable, while branding of MIX Marketing Communications became the Y variable. The method which was used is descriptive- quantitative. The descriptive- quantitative uses descriptive statistic analysis with simple table, cross table, and presentation (%). Sample was being taken with non probability sampling, named accidental sampling. The sampling data was being taken with questionnaire. MIX Goes to Campus the event had a strong correlation with the branding of MIX Marketing Communications. MIX Goes to Campus the event had an impact toward the branding of MIX Marketing Communications. The numbers of MIX Goes to Campus the event would raise the increasing of MIX Marketing Communications branding. The given academic advise is to continue the research in order to know more about MIX Goes to Campus the event and MIX Marketing Communications the branding. In addition, the research could raise the effectivity of both variables. The next research is being expected to explain another analysis in MIX Goes to Campus the event and MIX Marketing Communications the branding. The given practical advise is that the corporate can raise the branding of MIX Marketing Communications upon students. (THJ)

Keywords: *MIX Goes to Campus event, branding of MIX Marketing Communications*

Abstrak

Penelitian ini bertujuan untuk mengetahui ada atau tidak pengaruh event MIX Goes to Campus terhadap branding MIX Marketing Communications. Peneliti menggunakan analisa bivariat dengan variabel X dan variabel Y. Event MIX Goes to Campus menjadi variabel X dalam penelitian, sementara branding MIX Communications menjadi variabel Y dalam penelitian. Metode yang digunakan adalah kuantitatif –deskriptif. Analisis dalam metode-kuantitatif deskriptif menggunakan analisis statistik deskriptif yang menggunakan tabel tunggal, tabel silang, dan presentase(%). Sampel diambil dengan menggunakan non probability sampling, yaitu sampling aksidental. Pengambilan data dari sampel diambil dengan menggunakan kuesioner. Event MIX Goes to Campus dengan branding MIX Marketing Communications memiliki hubungan yang cukup kuat. Event MIX Goes to Campus memiliki pengaruh terhadap branding MIX Marketing Communications. Peningkatan event MIX Goes to Campus akan meningkatkan branding MIX Marketing Communications. Saran akademis yang diberikan adalah agar melanjutkan penelitian mengenai event MIX Goes to Campus dan branding MIX Marketing Communications. Hal tersebut bertujuan untuk mengetahui lebih lanjut mengenai pengaruh event MIX Goes to Campus terhadap branding MIX Marketing Communications. Selain itu, agar penelitian selanjutnya dapat meningkatkan efektifitas mengenai kedua variabel tersebut. Penelitian selanjutnya diharapkan dapat menjelaskan analisa lain yang terdapat dalam event MIX Goes to Campus dan branding MIX Marketing Communications. Saran praktis yang dapat diberikan adalah agar perusahaan lebih meningkatkan event MIX Goes to Campus sehingga branding MIX Marketing Communications meningkat. Selain itu, agar perusahaan dapat membuat event lainnya sehingga dapat meningkatkan branding MIX Marketing Communications di mata mahasiswa.(THJ)

Kata kunci: *event MIX Goes to Campus, branding MIX Marketing Communications*